



Foreign Agricultural Service

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## **Japan**

### **Agricultural Situation**

#### **This Week in Japan**

**2000**

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**Report Highlights: MAFF Announces the Results of Ongoing Monitoring and Feed Trials with StarLink; The 5<sup>th</sup> Ordinary Minimum Access Tender Rice Tender; Tokyo Grain Exchange Discusses Spot Transaction Through Internet; "Trend" Setting Retailer Introduces American Food Products.**

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Includes PSD changes: No  
Includes Trade Matrix: No  
Unscheduled Report  
Tokyo [JA1], JA



## *This Week in Japan*

*An Update of Major News and Events from the Largest U.S. Agricultural Export Market*  
Volume IV, Issue No. 51  
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- i **MAFF Announces the Results of Ongoing Monitoring and Feed Trials with StarLink:** On December 25, 2000, Ministry of Agriculture, Forestry and Fisheries (MAFF), Commercial Feed Division, announced the results of its monitoring of feed imports from July through September. MAFF sampled 15 shipments of corn imports and found StarLink in 10; the commingling ratio ranged between 0.06% and 1.26% and averaged 0.48%. MAFF also announced some results from tests on whether the Cry9C protein contained in StarLink corn, if feed chickens, is transferred to their muscles or internal organs. The sample size is 126 chickens, half male and half female, with a like control group. The test chickens have a 70% StarLink corn feed component. Samples of eight chickens were taken on both November 27 and December 13. In neither case did the muscles or internal organs have the Cry9C protein. Subsequent tests will be made on December 27. (AgAffairs Tokyo)
- i **The 5<sup>th</sup> Ordinary Minimum Access Tender Rice Tender:** On December 22, the Food Agency (FA) of the Ministry of Agriculture, Forestry and Fisheries (MAFF) announced it will hold the fifth OMA (ordinary minimum access) rice tender on December 27, 2000, for a total of 113,000 MT. Of this total, 91,000 MT will be allotted by country, with a U.S. allocation of 36,000 MT (39.6%). The remaining 22,000 MT will be a global tender including 12,000 MT for medium grain rice. (AgAffairs Tokyo)
- i **Tokyo Grain Exchange Discusses Spot Transaction Through Internet:** Tokyo Grain Exchange (TGE) is discussing a spot transaction market using Internet starting next spring. Initially, agricultural commodities subject to Internet transaction would be limited to commodities listed at TGE, such as soybeans and corn, but TGE will eventually expand to non-listed commodities. The final decision will be made at TGE's executive committee meeting in January. (AgAffairs Tokyo)
- i **"Trend" Setting Retailer Introduces American Food Products:** A Western Japan retailer with the appropriate store name of "Trend" has been attempting to create trends with imported consumer food and gift items. From December 1-4, ATO/Osaka helped "Trend" conduct an American food Fair in their two stores in Okayama Prefecture. Most American consumer-oriented processed foods now being imported into Japan can be found in Trend. In addition to promoting nearly 500 U.S. processed and frozen foods which Trend traditionally carries, 10 import food companies joined the promotion activity with outside booths. Media exposure from Okayama's local television broadcasted live from Trend's American Fair. It is hoped that Trend's success with imported American food products will stimulate other regular supermarkets and department stores to carry these items. (ATO Osaka)